

CLAIMS

What I claim as my invention is:

1. A machine for displaying information to an in-store customer on a display means during a point-of-sale transaction, comprising:

- (a) A standard personal computer (PC);
- (b) A general computer operating system with ability to control two or more display units;
- (c) A display control means;
- (d) A point-of-sale means;
- (e) A first display means;
- (f) A second display means;
- (g) A barcode scanner means; and
- (h) A printer means.

2. A machine for displaying information to an in-store customer on a display means during a point-of-sale transaction, as claimed in claim 1, wherein;

said standard personal computer contains a memory in which is stored data representing the price and description of items for sale by a merchant; and

said memory also contains data representing text, graphics, video images, sounds, and multimedia content programmable for displaying advertisements, promotional offers, customer discounts, coupons, or the like.

3. A machine for displaying information to an in-store customer on a display means during a point-of-sale transaction, as claimed in claim 1, wherein;

said barcode scanner means reads and decodes a barcode image contained on items selected by the customer for purchase; wherein

said barcode scanner includes a means of communicating the decoded

data to the said personal computer; whereby

said point-of-sale means logically compares said decoded data with said stored data representing the price and description of items for sale by the merchant; and

said point-of-sale means calculates the price of the items selected by consumer and stores said price in a memory.

4. A machine for displaying information to an in-store customer on a display means during a point-of-sale transaction, as claimed in claim 3, whereas;

said decoded data representing a selected item may also be input into the said point-of-sale means using a keyboard, mouse, or other input means of the standard PC.

5. A machine for displaying information to an in-store customer on a display means during a point-of-sale transaction, as claimed in claim 1, wherein;

said primary merchant display means is used by the merchant/cashier to process the point-of-sale transaction; and

said secondary customer display means is used by the customer.

6. A machine for displaying information to an in-store customer on a display means during a point-of-sale transaction, as claimed in claim 1, wherein

said point-of-sale means communicates said stored data representing the price, quantity, and description of items scanned to said display control means using the general computer operating system; and

said display control means communicates with secondary customer display means to display in real-time the calculated price, description, and quantity of the items scanned.

7. A machine for displaying information to an in-store customer on a display means during a point-of-sale transaction, as claimed in claim 6, wherein;

said stored data representing description of items scanned may be in the form of text, graphics, photographs, or video images of the item.

8. A machine for displaying information to an in-store customer on a display means during a point-of-sale transaction, as claimed in claim 1, wherein;

said display control means logically controls the transmission, timing, duration, and content of said stored data representing multimedia content programmable for displaying advertisements, promotional offers, customer discounts, and coupons using an event trigger means; wherein

said event trigger means causes said display control means to communicate selected said stored data representing multimedia content to said secondary customer display means using the general operating system dual display means; wherein

said display control means formats such said stored multimedia data with said pricing, description, and quantity data of the scanned items; whereas

said data is communicated to said secondary customer display means using the said general computer operating system dual display means; and

said content is seen, heard, and experienced by customer at the checkout counter.

9. A machine for displaying information to an in-store customer on a display means during a point-of-sale transaction, as claimed in claim 8, wherein;

said secondary customer display means may be interactive or touch sensitive; and

said secondary display means may contain a card reader or numeric keypad.

10. A machine for displaying information to an in-store customer on a display means during a point-of-sale transaction, as claimed in claim 1, wherein;

the said point-of-sale means prints a customer receipt at the end of the

sales transaction using the said printer means.

WHEREBY a customer can monitor and audit the type of items being scanned by the merchant/cashier and the price associated with each item in real-time to reduce pricing errors; and the merchant can display multimedia advertisements, promotional offers, customer discounts, coupons, or the like to the customer on the same display means which the customer is using to monitor the sales transaction ensuring the customer will be exposed to such advertisements or the like.

11. A method for displaying information to an in-store customer on a display means during a point-of-sale transaction, comprising the steps of:

- (a) Providing a standard personal computer (PC);
- (b) Providing a general computer operating system with ability to control two or more display units;
- (c) Providing a display control means to process the data displayed;
- (d) Providing a point-of-sale means to process the purchase of items by a customer from a merchant;
- (e) Providing a first display means for use by the cashier;
- (f) Providing a second display means for use by the customer;
- (g) Providing a barcode scanner means to enter data; and
- (h) Providing a printer means to print a receipt.

12. A method for displaying information to an in-store customer on a display means during a point-of-sale transaction, as claimed in claim 11, further comprising the steps of;

using said standard personal computer that contains a memory to store data representing the price and description of items for sale by a merchant; and

using said memory to store data representing text, graphics, video images, sounds, and multimedia content programmable used for displaying advertisements, promotional offers, customer discounts, coupons, or the like.

13. A method for displaying information to an in-store customer on a display means during a point-of-sale transaction, as claimed in claim 11, further comprising the steps of;

using said barcode scanner means to read and decode a barcode image located on items selected by the customer for purchase; thereafter

said barcode scanner means includes a means of communicating the decoded data to the said personal computer; whereby

the said point-of-sale means logically compares said decoded data with said stored data representing the price and description of items for sale by the merchant; and

said point-of-sale means calculates the price of the items selected by consumer and stores said price in a memory.

14. A method for displaying information to an in-store customer on a display means during a point-of-sale transaction, as claimed in claim 13, whereas;

the said decoded data representing a selected item may also be inputted into the said point-of-sale means using a keyboard, mouse, or other input means of the standard PC.

15. A method for displaying information to an in-store customer on a display means during a point-of-sale transaction, as claimed in claim 11, further comprising the steps of;

using said primary merchant display means by the merchant/cashier;

and

using said secondary customer display means display by the consumer.

16. A method for displaying information to an in-store customer on a display means during a point-of-sale transaction, as claimed in claim 11, further comprising the steps of;

using point-of-sale means to communicate said stored data representing the price, quantity, and description of items scanned to said display control means using the general computer operating system; and

using display control means to communicate with secondary customer display means to display in real-time the calculated price, description, and quantity of the items scanned.

17. A method for displaying information to an in-store customer on a display means during a point-of-sale transaction, as claimed in claim 16, wherein;

said stored data representing description of items scanned may be in the form of text, graphics, photographs, or video images of the item.

18. A method for displaying information to an in-store customer on a display means during a point-of-sale transaction, as claimed in claim 11, further comprising the steps of;

using said display control means to logically control the transmission, timing, duration, and content of said stored data representing multimedia content programmable for displaying advertisements, promotional offers, customer discounts, and coupons using an event trigger means; thereafter

using said event trigger means to cause said display control means to communicate selected said stored data representing multimedia content to said secondary customer display means using the general operating system dual display means; thereafter

using said display control means to format such said stored multimedia data with said pricing, description, and quantity data of the scanned items; thereafter

said data is communicated to said secondary customer display means using the said general computer operating system dual display means; and therefore said content is seen, heard, and experienced by customer at the checkout counter.

19. A method for displaying information to an in-store customer on a display

means during a point-of-sale transaction, as claimed in claim 11, further comprising the steps of;

using the point-of-sale means to print a customer receipt at the end of the sales transaction using the said printer means.

WHEREBY a customer can monitor and audit the type of items being scanned by the cashier and the price associated with each item in real-time to reduce pricing errors; and the merchant can display multimedia advertisements, promotional offers, customer discounts, coupons, or the like to the customer on the same display means which the customer is using to monitor the sales transaction ensuring the customer will be exposed to such advertisements or the like.